CLAIMS

What is Claimed is:

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1. A frictional forced power transmission belt for transmitting power with a belt body thereof wound around and in contact with a pulley,

wherein at least a contact part of the belt body with a pulley is formed of a rubber composition in which powdery or granular polyolefin resin is contained in ethylene- α -olefin elastomer.

- 2. The frictional forced power transmission belt of Claim 1, wherein the polyolefin resin is polyethylene resin having a molecular weight of 500,000 or more.
 - 3. The frictional forced power transmission belt of Claim 1, wherein the polyolefin resin has a content of more than 5 but less than 50 parts by mass to 100 parts by mass of a rubber component constituting the belt body.
 - 4. The frictional forced power transmission belt of Claim 1, wherein the polyolefin resin has a grain size larger than 25µm.
- 5. The frictional forced power transmission belt of Claim 1, wherein the ethylene-α-olefin elastomer in the rubber composition forming at least the contact part of the belt body with the pulley is cross-linked with an organic peroxide.
- 6. The frictional forced power transmission belt of Claim 1, wherein the belt body is aV-ribbed belt body.
 - 7. A belt drive system comprising:

a plurality of pulleys; and

a frictional forced power transmission belt whose belt body is wound around and in contact with at least one of the plurality of pulleys,

wherein at least a contact part of the belt body of the frictional forced power transmission belt with the pulley is formed of a rubber composition in which powdery or granular polyolefin resin is contained in ethylene-α-olefin elastomer.